RJ Reynolds
Tobacco Company

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October 2, 1996

RJR Account # 153480
JOHN ZARBANTY
PETER P. DENNIS INC.
1224 S MAIN ST
PHILLIPSBURG, NJ 08865

Year-End- Doral Buy 2 Packs - Get 1 Free #601794

To: JOHN ZARBANTY

Doral B1G1F and Live product has been ordered (see quantities below), as well as the premium/shippers (item # 515990) to pack your Year-End 1996 automatic monthly display shipment to your participating retail accounts. All additional pertinent promotional information is listed below:

B1G1F Cases (6m / 30 ctns. per case)

UPC Code	Style or Item	# Cases (6m)
12300-22268	Doral King Size (B1G1F Product)	2
12300-22263	Doral Lights KS (B1G1F Product)	2
12300-22267	Doral 100's (B1G1F Product)	2
12300-22264	Doral Lights 100's (B1G1F Product)	2
12300-70504	Premium shipper case	60

Regular Live product to pack with B1G1F Product (12m / 60 ctns. per case)

UPC Code	Style or Item	# Cases (12m)
12300-16612	Doral King Size (Live Product)	0
12300-15112	Doral Lights KS (Live Product)	0
12300-15312	Doral 100's (Live Product)	0
12300-15212	Doral Lights 100's (Live Product)	0

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Doral B2G1F December
Account: PETER P. DENNIS INC. / 153480

These allocations will allow you to build :	60 Shippers
These shippers will service:	27 Retail Stores
Product/Premium Arrival:	November 4, 1996
Ship Date to retail	Week of November 11, 1996
The PO # for this order is:	
SKU Cube:	1.040
Retail Sales Offer per SKU	20 Offers
Billing per SKU	4 Savings Priced cartons
EFT $ Amount (B1G1F Prod.)	
EFT $ Amount (Live Product)	
Non EFT Amount (B1G1F Prod.)	$551.12
Non EFT Amount (Live Product)	

Promotion Description: Utilizes self-contained shipper. Shipper has 20, buy 2 packs, get 1 free sleeves. 1 live pack of Doral should be placed in each sleeve together with 1 pre-banded B1G1F unit to create the offer (5 sleeves of each of the 4 styles listed on page 1 of this letter) should be placed in the shipper. See the detailed drawing attached to this letter for more detailed packing instructions.

Ship the number of displays to each account as noted on the enclosed retail account listing.

Attached is a list of retail accounts authorized to receive the packed displays. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. this equates to $112.00.

Attached to this letter is a Payment Request form for this promotion. When display packing and retail delivery is complete, sign and date this form. Your RJR representative Lanny Wolfe must sign the form and submit it to out local Operations office for payment.

In addition to packing displays for your own retail accounts, the accounts serviced by the following Sub-Jobbers which you service are included in your allocation. These Sub-Jobbers have been notified to order the completed shippers from you.

P. DENNIS WAM ACCOUNTS 0

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Doral B2G1F December
Account: PETER P. DENNIS INC. / 153480

Important Note: Your allocation may include extra shippers beyond those required to service your retail accounts on the attached list. You will have. **33** shippers remaining after shipping displays to your accounts. RJR reps. will submit prebooks to order out these shippers (and any others you may have due to refusals etc.) An example copy of this prebook is attached. Please honor only this prebook submitted by our representatives and honor accounts on the enclosed VAP list first.

For additional information or questions please contact your RJR Representative: Lanny Wolfe

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lanny Wolfe

Source: https://www.industrydocuments.ucsf.edu/docs/thyn0000

DORAL BUY 2 PACKS - GET 1 FREE CLEAN-UP PREBOOK

IMPORTANT NOTE: The purpose of this prebook is to "cleanup" left over promotion quantities at wholesalers participating in RJR's "National Value Added" program. These left over quantities are available on a "first come - first served" basis until quantities are depleted. The quantity of shippers prebooked here may or may not be available for delivery.

Date:_____

Account Name: _____ Retail Account #: _____

Address: _____

City: _____ State: _____ ZIP: _____ Phone: _____

Wholesale Distributor: _____

RJR Representative: _____ Voice Mail Box #: _____
(Dial 1-800 RJR Talk)

Please deliver (if available) the following quantity of Doral Buy 2 Packs - get 1 Free shippers (each shipper contains 4 Savings priced cartons).

# of Shippers Requested =======>

Authorized Signature: _____

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WHOLESALER : 153480 PETER P. DENNIS, INC. <DIRECT>
TEMPLATE : DEC.DORAL B2G1F
TEMPLATE SEQ : 0007
SALES LEVEL : 13XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER
133001	133022	207113	BAGELSMITH	801 3RD AVE	ALPHA	NJ	08865	1			
133004	133028	421036	BAGELSMITH	403 US HIGHWAY 22 E	WHITEHOUSE STAT	NJ	08889	1			
133001	133022	639616	BAGELSMITH DELI	PERRYVILLE RD	HAMPTON	NJ	08827	1			
133001	133022	023626	BAGELSMITH	240 RT. 31	CLINTON	NJ	08809	1			
133208	133226	839977	BOB'S C-MART & DELI	2134 NORTHAMPTON ST	EASTON	PA	18042	1			
133204		184295	GOOSEY GANDER	2499 WILLOW PARK RD	BETHLEHEM	PA	18017	1			
133204	133221	490461	GOOSEY GANDER #7	1017 E EMMAUS AVE	ALLENTOWN	PA	18103	1			11-0341
133204		728287	HEAVEN'S DELIGHT	524 W HAMILTON ST	ALLENTOWN	PA	18101	1			
133204	133226	183679	HEIGHT MARKET	1811 10TH ST	BETHLEHEM	PA	18017	1			
133204	133226	377831	HELLERTOWN NEWS INC.	1236 MAIN ST	HELLERTOWN	PA	18055	1			153480
133004	133022	402497	HIGGINS NEWS	68 MAIN ST	FLEMINGTON	NJ	08822	1			
133208		671548	INTERSTATE MKT	480 INDUSTRIAL DR	EASTON	PA	18042	1			
133001	133022	412304	JR COUNTRY STORE	RT. 31 NORTH	CLINTON	NJ	08809	1			
133204	133226	654389	KRAUZNER'S FOOD STOR	3750 FREEMANSBURG AV	BETHLEHEM	PA	18017	1		5277-0000	
133001	133022	568245	LOPATCONG CONVEN.	401 BALTIMORE ST	PHILLIPSBURG	NJ	08865	1			
133001	133022	402542	NYKONS MARKET	ROUTE 46	GREAT MEADOWS	NJ	07838	1			
133001	133022	075543	R.D.J. SERVICE CENT.	ROUTE 46	GREAT MEADOWS	NJ	07838	1			
133001	133022	545013	ROSSNAGLE MOBIL15H8V	RT. 22 & ROSEBERRY	PHILLIPSBURG	NJ	08865	1			
133208	133230	216790	RT. 663 SERVICE CNTR	2030 ROUTE 663	QUAKERTOWN	PA	18951	1			
162207	162221	528410	SHOP N C STORE	4619 MOUNTAINVILLE	WALNUTPORT	PA	18088	1			111346
133001	133022	337931	SUNRISE DELI STORE	195 MAIN ST	HACKETTSTOWN	NJ	07840	1			
133204	133226	433367	UNI MART #14825	1505 PEMBROKE RD	BETHLEHEM	PA	18017	1		3857-0000	
133204	133226	732806	UNI-MART #14827	505 BROADWAY	BETHLEHEM	PA	18015	1		5277-0000	
133204	133221	654729	VALLEY FARM MAKET	704 W EMAUS AVE	ALLENTOWN	PA	18103	1			
133204	133226	184159	7-11 #11392	2930 LINDEN ST	BETHLEHEM	PA	18017	1		0001-0402	
133208	133230	277515	7-11 #11397	561 S WEST END BLVD	QUAKERTOWN	PA	18951	1		0001-0402	113977
133204	133221	606548	7-11 #23322	11 E SUSQUEHANNA ST	ALLENTOWN	PA	18103	1		0001-0402	

PAGE BREAK TOTAL ACCOUNTS 27 TOTAL QUANTITY 27

TEMPLATE TOTAL ACCOUNTS 27 TOTAL QUANTITY 27

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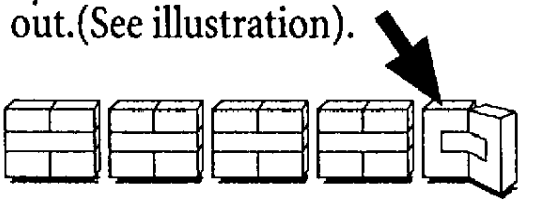
WHOLESALER PACKING INSTUCTIONS

VALUE-ADDED PROMOTIONS -- 4TH QTR. '96

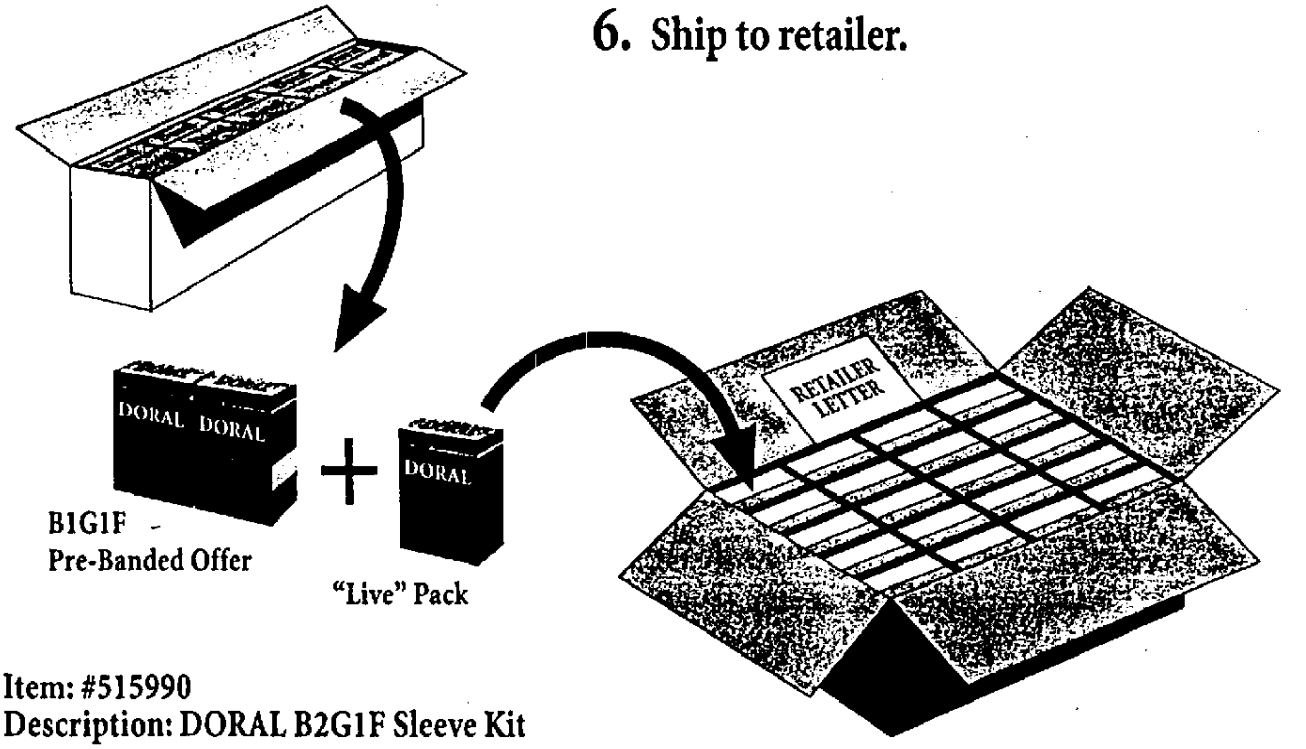
December DORAL National B2G1F (Buy 2 Packs Get 1 Pack Free)

Each white carton contains Five Prebanded 2-Pack B1G1F DORAL offers. Four offers are banded side-by-side. The fifth offer folds out.(See illustration).



STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve. (Each case contains 20 offers).
3. Add 1 "live" DORAL pack of same brand style to each offer.
4. Retailer Letter REMAINS in case.
5. Close the case.
6. Ship to retailer.



B1G1F
Pre-Banded Offer

"Live" Pack

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Item: #515990
Description: DORAL B2G1F Sleeve Kit

Brand Style						
Number of Cartons						

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